



Lights, Camera, Fashion: Foster Swift Partners with Runway Lansing

FOR IMMEDIATE RELEASE

ATTORNEYS

Deanna Swisher

October 14, 2014

Foster Swift Collins and Smith, PC is excited to announce its partnership with Runway Lansing, the area's newest specialty industry incubator. "We look forward to offering legal advice to entrepreneurs entering Michigan's emerging fashion market," attorney Deanna Swisher said.

Deanna leads *Fosterfashion*, the firm's fashion & design law team. She completed rigorous training at the Fashion Law Institute offered by Fordham University School of Law in New York City.

"We help combine designers' creativity with our experience and expertise to launch and grow successful businesses," Swisher said. "Jeff Henry, director of Runway Lansing, has a great vision for this Lansing industry and we are eager to work together to help fashion designers make their ambitions reality."

More than just office space neighbors in downtown Lansing, Foster Swift and Runway Lansing look forward to helping talent succeed in Michigan together. Runway Lansing will provide many services fashion designers need to get started, including rentable space to design and sell their wares, access to professional machinery, as well as expensive software. Runway Lansing has also enlisted the help of service providers, such as Foster Swift, to advise designers on their business decisions and strategy.

Foster Swift is dedicated to helping designers, manufacturers, exporters, importers and retailers protect their brands and avoid risk at all stages of business creation and expansion. With a team of attorneys committed to providing specialized services to fashion and industry clients, Foster Swift can help clients with a multitude of services, anything from sophisticated intellectual property litigation to a simple form invoice.



Foster Swift has another connection to the Runway Lansing project through attorney Iris Linder. Iris sits on the board of the Regional Incubator Network, a LEAP subsidiary and partner to area incubators.

"This is an exciting time to be in Lansing. Foster Swift has a long-standing history of assisting emerging businesses and we look forward to continuing this reputation," attorney Iris Linder said.

As Lansing continues to experience resurgence in area talent, innovation and development, Foster Swift is excited to help business owners flourish in Michigan's emerging markets.
